

**FREE VERSION OF GROWTHINK'S
ULTIMATE RV PARK BUSINESS PLAN
TEMPLATE**

[Company Logo]
(if applicable)

[Company Name]
BUSINESS PLAN
[Current Month], [Year]

[Name]
[Title]
[Company Name]
[Address 1]
[Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []
Website: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growththink's Ultimate RV Park Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

The real version of Growththink's Ultimate RV Park Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate RV Park Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

To upgrade to the full, paid version of Growththink's Ultimate RV Park Business Plan Template, please go to

<https://businessplantemplate.growththink.com/rv-park/>

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

Sample from Growthink's Ultimate RV Park Business Plan Template:

[Company Name], located at [insert location here] is a new RV park focusing on providing RV sites and upscale amenities. Our park fits nicely with the prevailing tastes and preferences of current RV travelers, middle class families and retirees who want comfortable travel accommodations, but do not want to pay hotel and resort prices.

Products and Services

[Company Name] will provide RV sites with a range of resort-quality amenities and well-appointed facilities. Amenities will include full hook-ups, free Wi-Fi and cable, a general store, laundry facilities, shower facilities, a swimming pool, game room, dog park, and playground.

In addition to providing these amenities, [Company name] will also offer a limited number of cabins for rent. Customers will find amenities at [Company name] that they will not find in other RV parks in the area.

Return to our [RV park business plan](#) page.

II. Company Overview

Company Profile

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

Company Vision/Mission Statement

- *What goals is your company trying to achieve?*

Past Accomplishments

- *What successes has your company already achieved?*

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[Company Name], located at [insert location here] is a new RV park focusing on providing RV sites and upscale amenities. Our park fits nicely with the prevailing tastes and preferences of current RV travelers – middle class families and retirees who want comfortable travel accommodations, but do not want to pay hotel and resort prices.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the property management business for some time, it was in [month, year] that he decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Fort Lauderdale, FL. During his trip, [Founder's Name] stayed at an RV park that enjoyed tremendous success. After discussing the business at length...

III. Industry Analysis

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Sample from Growthink's Ultimate RV Park Business Plan Template:

[Company Name] directly or indirectly competes against other RV Parks, and accommodations such as hotels, motels, campgrounds, and Airbnbs. There are nearly 16,000 registered RV Parks in the United States.

According to a report by the RV Industry Association, the RV Parks industry is a fragmented one, as the majority of operators are single-location businesses. The market is estimated to grow to nearly \$8 billion in three years. This bodes well for [Company Name]; since there are no truly dominant competitors, barriers to entry are not as high as many other industries, and a start-up can expect to...

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers? Give a detailed demographic profile.*

Sample from Growthink's Ultimate RV Park Business Plan Template:

[Company Name] will serve tourists visiting [company location] and the immediately surrounding areas as well as those who are traveling through [company location].

The area we serve is in a popular tourist region. There are national parks and several tourist attractions nearby, which serve to draw overnight visitors.

The demographics of RV owners are as follows:

- 11.2 million RV owners in the US
- Average age: 48
- Average Marital Status: married

V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

Sample from Growthink's Ultimate RV Park Business Plan Template:

The following RV parks are located within a 20-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

Oakwood Resort

Oakwood Resort is a privately held single location RV resort, situated on a 73-acre country estate. The resort is a combination inn and campground offering apartment style rooms, cabins, and 155 full hook-up RV sites with 30 / 50 amp electric. Oakwood Resort amenities include a swimming pool, playground, Outdoor Theatre, a pizza parlor, a country store, walking trails, planned activities, themed weekends, water, sewer, cable TV, and WI-FI.

While we expect that Oakwood Resort will continue to thrive based on its location and range of amenities, we expect that more and more customers will frequent [Company Name] based on the comparable amenities we offer at lower prices.

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate RV Park Business Plan Template:

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

The [Company Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Offering a convenient location
- Offering a full range of campground amenities
- Moderate price point
- Providing a comfortable, customer-focused environment

Promotions Strategy

[Company Name] expects its target market to be individuals and families who travel to or through the area. The Company's promotions strategy to reach these individuals includes:

Local Publications: [Company name] will announce its opening several weeks in advance through publicity pieces in multiple local newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets, and brochures and discount flyers will be distributed to area tourism authorities.

Major Publications: We will make careful use of advertising in selected larger publications. [Publication or newspaper name] has a circulation of xyz and we can expect to reach a wider geographic spread of customers on a limited basis...

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

Business Milestones

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

Sample from Growthink's Ultimate RV Park Business Plan Template:

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

Service Functions

- Check-in/check-out
- Store clerk
- Restroom/shower/laundry facility attendant
- Rental clerk

Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing products.
- Hiring and training staff
- Customer service

Miscellaneous

- Maintenance personnel

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

Sample from Growthink’s Ultimate RV Park Business Plan Template:

[Company Name] is led by [Founder’s Name] who has been a property manager for 20 years. While [Founder] has never run a RV park himself, he has been an operations manager for a local property management firm since age 30, and has spent most of his adult life working in maintenance and property management. As such [Founder] has an in-depth knowledge of the RV park business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.)...

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/rv-park/> for the paid template that automatically generates your 5-year financial projections

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Sample from Growthink's Ultimate RV Park Business Plan Template:

[Company Name]'s revenues will come from RV park room occupancy and conference room rentals.

The major costs for the company will be salaries of the staff and cost to maintain the standard of the RV park. In the initial years, the company's marketing spend will be high, as it establishes itself in the market.

Capital Requirements and Use of Funds

[Company Name] is currently seeking \$2.7 million to launch. Specifically, these funds will be used as follows:

- RV park land acquisition and buildout: \$2.465 million
- Working capital: \$235,000 to pay for marketing, supplies, and salaries until [Company Name] reaches break-even

Key Assumptions & Forecasts

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues					
RV Park Site Fees	\$1,041,040	\$1,169,750	\$1,305,246	\$1,447,820	\$1,491,254
Food/Supply Sales	\$182,000	\$191,209	\$200,884	\$211,049	\$221,728
Total Revenues	\$1,223,040	\$1,360,960	\$1,506,131	\$1,658,869	\$1,712,982
Expenses & Costs					
RV Sites Cost of Goods Sold	\$104,104	\$111,126	\$117,798	\$124,132	\$121,464
Food/Supply Sale Cost of Goods Sold	\$91,000	\$95,605	\$100,442	\$105,525	\$110,864
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$41,642	\$46,790	\$52,210	\$57,913	\$59,650
Salaries	\$330,000	\$330,000	\$356,928	\$371,205	\$386,053
Initial marketing expenditures	\$10,000	\$0	\$0	\$0	\$0
Total Expenses & Costs	\$576,746	\$583,521	\$627,379	\$658,775	\$678,031
EBITDA	\$646,294	\$777,439	\$878,752	\$1,000,094	\$1,034,951
Depreciation	\$369,760	\$369,760	\$369,760	\$369,760	\$369,760
EBIT	\$276,534	\$407,679	\$508,992	\$630,334	\$665,191
Interest	\$175,500	\$153,563	\$131,625	\$109,688	\$87,750
PRETAX INCOME	\$101,034	\$254,116	\$377,367	\$520,646	\$577,441
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$101,034	\$254,116	\$377,367	\$520,646	\$577,441
Income Tax Expense	\$35,362	\$88,941	\$132,079	\$182,226	\$202,104
NET INCOME	\$65,672	\$165,176	\$245,289	\$338,420	\$375,337

X. Appendix

Sample from Growthink's Ultimate RV Park Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

"Finish Your Business Plan Today With Growthink's Fully Customizable RV Park Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal!** **Los Angeles Times** **Inc.**

Go To:

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